GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:119
ANSWERED ON:24.07.2017
Promotion of Tourist Circuits
Reddy Shri J.C. Divakar

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has formulated any scheme for the promotion of tourist circuits in the country;
(b) if so, the details thereof and the steps taken/being taken by the Government in this regard;
(c) the funds allocated by the Government for the purpose during the last three years and the current year, year-wise and State/UT-wise; and
(d) the revenue generated from such circuits during the aforesaid period, year-wise and State/UT-wise?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (d): A Statement is laid on the Table of the House.

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STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.*119 ANSWERED ON 24.07.2017 REGARDING PROMOTION OF TOURIST CIRCUITS.

(a): The Ministry of Tourism undertakes promotional activities under the 'Incredible India' brand-line to promote India and its various tourism products and destinations including tourist circuits in domestic and international markets.

(b): Incredible India campaigns are released in domestic and international markets in various media including Print, Television, Online and Outdoor to showcase India's tourism potential and to increase foreign tourist arrivals and domestic tourist visits in the country. A series of promotional activities are also undertaken through the India Tourism Offices in India and overseas. These include participation in travel fairs and exhibitions; organising Road Shows, seminars & workshops; production of publicity material and hosting media personalities, tour operators and opinion makers from overseas under the Hospitality programme of the Ministry. The Ministry of Tourism also utilizes its website and social media platforms to promote the tourism destinations and products of the country.

(c): No separate funds are allocated to State Governments/ Union Territory Administrations for this purpose. However, the Ministry of Tourism undertakes promotional activities in the domestic and overseas markets from funds allocated under following two schemes: -

i. Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance.
ii. Domestic Promotion and Publicity including Hospitality.

The funds allocated and expenditure incurred under these schemes during last three years including current year is as follows:-
<pre> (Rs. in Crore)
Financial Year Budget
Domestic Promotion & Publicity including Hospitality
2014-15 117.75
2015-16 126.95
2016-17 75.00
2017-18 110.00
Restructured Scheme of Overseas Promotion & Publicity including MDA
2014-15 167.00
2015-16 190.05
2016-17 223.00
2017-18 300.00
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(d): The Foreign Exchange Earning earned during last three years is as under:
<pre> (Rs. in Crore)
Year Foreign Exchange Earnings
2014 123320
2015 135193
2016 154146
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